

**Listing of Claims:**

1. (Currently Amended) A system for providing information concerning a consumer item to a user comprising:

an object of interest (OI) identification information (OI-Id) provider, wherein the OI is a consumer item and said OI-Id provider is in a specific location;

a portable shopping assistant (PSA) for receiving the OI-Id in the specific location and for transmitting the received OI-Id;

an information server system (ISS) for receiving the OI-Id transmitted by said PSA, for matching the received OI-Id with a record containing consumer item information (P/S-Info) corresponding to the received OI-Id, for determining a communication method from multiple communication methods, and for transmitting the P/S-Info using the determined communication method from the multiple communication methods; and

an output device for receiving P/S-Info from said ISS and outputting the P/S-Info to the user, said output device being separate from the PSA;

wherein the specific location is one of a location where the OI is present, a location having material associated with the OI, and a location where an event associated with the OI is taking place.

2. (Original) The system of claim 1, wherein, in the location where an event associated with the OI is taking place, the associated event comprises one of a concert, a lecture, and a sports event.

3. (Original) The system of claim 1, wherein the PSA comprises one of a cellular telephone, a personal digital assistant (PDA), a laptop computer, and a dedicated device.

4. (Original) The system of claim 1, wherein the PSA receives OI-Id by one of radiofrequency (RF) communication, infrared (IR) communication, sonic communication, label scanning and manual entry.

5. (Original) The system of claim 1, wherein the OI-Id comprises a consumer item identification code.

6. (Original) The system of claim 1, wherein the PSA receives the OI-Id by short-range, low power radiofrequency (RF) technology.
7. (Original) The system of claim 6, wherein the short-range, low power RF technology comprises one of Bluetooth technology, IEEE 802.16 technology, and HiperLAN technology.
8. (Original) The system of claim 1, wherein the PSA is a cellular telephone, further comprising:  
a cellular telephone network for receiving the OI-Id transmitted by said cellular telephone and for transmitting the OI-Id to the ISS.
9. (Original) The system of claim 1, wherein the PSA is a cellular telephone, said cellular telephone being registered to receive services of the consumer item information system by having appropriate information entered in a file of a subscriber database maintained by a cellular telephone system.
10. (Original) The system of claim 1, wherein the PSA transmits the OI-Id by one of the Internet, a wired telephone network, a short-range, low power radio-frequency (RF) technology, a wireless local area network (WLAN), and a cellular telephone network.
11. (Original) The system of claim 10, wherein the short-range, low power RF technology comprises one of Bluetooth technology, IEEE 802.16 technology, and HiperLAN technology.
12. (Original) The system of claim 10, wherein the cellular telephone network comprises a third generation cellular telephone network.
13. (Original) The system of claim 1, wherein the ISS transmits the P/S-Info by one of the Internet, a wired telephone network, a broadcast network, a short-range, low power radio-frequency (RF) technology, a wireless local area network (WLAN), and a cellular telephone network.

14. (Original) The system of claim 13, wherein the broadcast network comprises one of a digital audio broadcast (DAB) system, a digital video broadcast (DVB) system, a satellite system, a microwave broadcast system, and a cable television system.

15. (Original) The system of claim 13, wherein the short-range, low power RF technology comprises one of Bluetooth technology, IEEE 802.16 technology, and HiperLAN technology.

16. (Original) The system of claim 13, wherein the cellular telephone network comprises a third generation cellular telephone network.

17. (Original) The system of claim 13, wherein the ISS determines which one of the Internet, a wired telephone network, a broadcast network, a short-range, low power radio-frequency (RF) technology, a wireless local area network (WLAN), and a cellular telephone network is used to transmit the P/S-Info.

18. (Original) The system of claim 1, wherein the PSA transmits OI-Id and the ISS transmits the P/S-Info using different communication networks.

19. (Original) The system of claim 1, wherein the output device is one of a personal computer at a home of the user, a television set at the home of the user, a portable laptop computer equipped with communication means, and a set of portable virtual reality goggles.

20. (Original) The system of claim 1, further comprising:

a means for attaching user information (UID-Info) to the OI-Id, said UID-Info comprising at least a communication destination address for the user;  
wherein the ISS uses the communication destination address to address the P/S-Info to the output device.

21. (Original) The system of claim 20, wherein the UID-Info attaching means is one of the PSA and the ISS.

22. (Original) The system of claim 1, wherein the ISS comprises:

an OI-Id server for receiving the OI-Id, resolving a correct destination address for a P/S-Info server which has the record containing the P/S-Info corresponding to the received OI-Id, and transmitting a request for P/S-Info to a P/S-Info Server;

said P/S-Info server for receiving the request for P/S-Info, for finding the record containing the P/S-Info, and for transmitting the P/S-Info;

means for determining a user identification (UID) of a user of the PSA;

a user information (UID-Info) server containing UID-Info files sorted by user identification (UID) for matching a UID-Info file with said determined UID, wherein the UID-Info file comprises at least a communication destination address for the user; and

means for transmitting said P/S-Info to the communication destination address in the matching UID-Info file.

23. (Original) The system of claim 22, further comprising:

a public switched telephone network (PSTN) comprising the OI-Id server, the UID-Info server, and the means for determining a UID;

wherein the means for transmitting the P/S-Info comprises the Internet.

24. (Original) The system of claim 23, wherein the P/S-Info server is on the Internet and the P/S-Info request and response is transmitted over the Internet.

25. (Original) The system of claim 1, further comprising:

a cellular telephone comprising the PSA;

a short message service (SMS) system connected to a cellular telephone system and to the Internet, said cellular telephone being in a transmission area of said cellular telephone system, said SMS system for receiving the OI-Id, resolving a destination Internet Protocol (IP) address for a P/S-Info server which has the record containing the P/S-Info corresponding to the received OI-Id, resolving a destination IP address for the output device, and transmitting a request for P/S-Info containing

the destination IP address of the output device over the Internet to the P/S-Info server; and

said P/S-Info server connected to the Internet for receiving said request for P/S-Info, for finding the record containing the P/S-Info, and for transmitting the P/S-Info to the output device.

26. (Original) The system of claim 1, further comprising:

a Bluetooth chip comprising the OI-Id provider;

a mobile terminal comprising the PSA;

a mobile network for receiving the OI-Id from the mobile terminal and for transmitting the OI-Id to the ISS;

the ISS comprising:

at least one information database for storing P/S-Info;

an ISS server for finding P/S-Info in the at least one information database based on the received OI-Id from the mobile terminal;

a network connected to the ISS server for transmitting the P/S-Info;

at least one broadcasting provider connected to the network for transmitting the P/S-Info, said at least one broadcasting provider comprising at least one of a digital audio broadcast (DAB) system, a digital video broadcast (DVB) system, a satellite system, a microwave broadcast system, and a cable television system; and

said output device comprising one of a personal computer at a home of the user, a television set at the home of the user, a portable laptop computer equipped with communication means carried by the user, and a set of portable virtual reality goggles worn by the user;

wherein the ISS server stores information indexed to each user, said indexed information being used by the ISS in determining the communication method and

which one of the at least one broadcasting provider and the network is to be used to transmit the P/S-Info to the output device.

27. (Original) The system of claim 1, wherein the ISS further comprises:

a communication determination server for maintaining records concerning PSAs requesting P/S-Info and output devices corresponding to the requesting PSAs, and for broadcasting particular P/S-Info to output devices in a specific broadcasting area when a number of output devices in the specific broadcasting area corresponding to PSAs requesting particular P/S-Info exceeds a predetermined threshold value.

28. (Withdrawn) A system for providing information concerning a consumer item to a user comprising:

an object of interest (OI) identification information (OI-Id) provider, wherein the OI is a consumer item and OI-Id provider is in a specific location;

a portable shopping assistant (PSA) for receiving the OI-Id in the specific location, for transmitting the received OI-Id, and for receiving key information (OI-Key), the OI-Key comprising a means for accessing consumer item information (P/S-Info) concerning the OI;

an information server system (ISS) for receiving the OI-Id transmitted by the PSA, for matching the received OI-Id with a record containing an OI-Key corresponding to the received OI-Id, and for transmitting the OI-Key from the matching record to the PSA;

an input/output (I/O) device for receiving the OI-Key previously received by said PSA, for transmitting the received OI-Key to access consumer item information (P/S-Info) concerning the OI, and for accessing the P/S-Info; and

a P/S-Info server for receiving an OI-Key from said I/O device, for matching the received OI-Key with a record containing the P/S-Info, and for allowing said I/O device to access the P/S-Info;

wherein the specific location is one of a location where the OI is present, a location having material associated with the OI, and a location where an event associated with the OI is taking place.

29. (Withdrawn) The system of claim 28, wherein, in the location where an event associated with the OI is taking place, the associated event comprises one of a concert, a lecture, and a sports event.

30. (Withdrawn) The system of claim 28, wherein the PSA comprises one of a cellular telephone, a personal digital assistant (PDA), a laptop computer, and a dedicated device.

31. (Withdrawn) The system of claim 28, wherein the PSA receives OI-Id by one of radio-frequency (RF) communication, infrared (IR) communication, sonic communication, label scanning and manual entry.

32. (Withdrawn) The system of claim 28, wherein the OI-Id comprises a consumer item identification code.

33. (Withdrawn) The system of claim 28, wherein the PSA receives OI-Id by short-range, low power radio-frequency (RF) technology.

34. (Withdrawn) The system of claim 33, wherein the short-range, low power RF technology comprises one of Bluetooth technology, IEEE 802.16 technology, and HiperLAN technology.

35. (Withdrawn) The system of claim 28, wherein the PSA is a cellular telephone, further comprising:

a cellular telephone network for receiving the OI-Id transmitted by said cellular telephone and for transmitting the OI-Id to the ISS.

36. (Withdrawn) The system of claim 28, wherein the PSA is a cellular telephone, said cellular telephone being registered to receive services of the consumer item information system by having

appropriate information entered in a file of a subscriber database maintained by a cellular telephone system.

37. (Withdrawn) The system of claim 28, wherein the output device is one of a personal computer at a home of the user, a television set at the home of the user, a portable laptop computer equipped with communication means, and a set of portable virtual reality goggles.

38. (Withdrawn) The system of claim 28, wherein the PSA transmits the OI-Id by one of the Internet, a wired telephone network, a broadcast network, a short-range, low power radio-frequency (RF) technology, a wireless local area network (WLAN), and a cellular telephone network.

39. (Withdrawn) The system of claim 38, wherein the broadcast network comprises one of a digital audio broadcast (DAB) system, a digital video broadcast (DVB) system, a satellite system, a microwave broadcast system, and a cable television system.

40. (Withdrawn) The system of claim 38, wherein the short-range, low power RF technology comprises one of Bluetooth technology, IEEE 802.16 technology, and HiperLAN technology.

41. (Withdrawn) The system of claim 38, wherein the cellular telephone network comprises a third generation cellular telephone network.

42. (Withdrawn) The system of claim 28, wherein the PSA communicates with the ISS and the P/S-Info Server communicates with the I/O device using different communication networks.

43. (Withdrawn) The system of claim 28, wherein the P/S-Info Server and the I/O device maintain a communication link by one of the Internet, a wired telephone network, a broadcast network, a short-range, low power radio-frequency (RF) technology, a wireless local area network (WLAN), and a cellular telephone network.



44. (Withdrawn) The system of claim 43, wherein the broadcast network comprises one of a digital audio broadcast (DAB) system, a digital video broadcast (DVB) system, a satellite system, a microwave broadcast system, and a cable television system.

45. (Withdrawn) The system of claim 43, wherein the short-range, low power RF technology comprises one of Bluetooth technology, IEEE 802.16 technology, and HiperLAN technology.

46. (Withdrawn) The system of claim 43, wherein the cellular telephone network comprises a third generation cellular telephone network.

47. (Withdrawn) The system of claim 43, wherein the one of the ISS and the P/S-Info Server determines which one of the Internet, a wired telephone network, a broadcast network, a short-range, low power radio-frequency (RF) technology, a wireless local area network (WLAN), and a cellular telephone network.

48. (Withdrawn) The system of claim 28, wherein the OI-Key comprises a communication destination address for the P/S-Info server.

49. (Withdrawn) The system of claim 48, wherein the communication destination address is an Internet Protocol (IP) address.

50. (Withdrawn) The system of claim 28, wherein the OI-Key comprises the OI-Id.

51. (Withdrawn) The system of claim 28, wherein the OI-Key is manually input to the I/O device by the user.

52. (Withdrawn) The system of claim 28, wherein the ISS comprises:

an OI-Key server having the record containing the OI-Key for receiving the OI-Id, for matching the record containing the OI-Key to the received OI-Id, and for transmitting the matched OI-Key to the PSA.

53. (Withdrawn) The system of claim 28, further comprising:

a cellular telephone network for transmitting the OI-Id to the ISS and transmitting the OI-Key to the PSA.

54. (Withdrawn) The system of claim 28, wherein the P/S-Info server is on the Internet, the OI-Key is transmitted to the P/S-Info server over the Internet, and the P/S-Info is transmitted to the I/O device over the Internet.

55. (Withdrawn) The system of claim 28, further comprising:

a cellular telephone comprising the PSA;

a short message service (SMS) system connected to a cellular telephone system and to the Internet, said cellular telephone being in a transmission area of said cellular telephone system, said SMS system for receiving the OI-Id, and for transmitting a request for an OI-Key corresponding to the received OI-Id; and

said OI-Key server having the record containing the OI-Key for receiving the request for the OI-Key, for matching the record containing the OI-Key to said received OI-Id, and for transmitting said OI-Key to the SMS system;

wherein the SMS system transmits the OI-Key to said cellular telephone.

56. (Currently Amended) A method for providing information concerning a consumer item to a